

Objectives

This research sets out to understand customer views on the environmental commitments included in the WaterFit environmental plan, which sets out the actions the company will take to the end of March 2025.

Format	Focus groups
Households (number)	4 (n33)
Non households (number)	
Vulnerable customers	✓
Future customers	
Retailers	
Stakeholders	
South West Water	✓
Bournemouth Water	
Bristol Water	

Impact on our plan and ways of working

Our customers have told us that the level of ambition and challenging targets set out in our WaterFit plans up to 2025 are acceptable and go far enough to address their highest priority concerns first.

The targets set out in the WaterFit plan have given us the baseline for improvements and investment required from 2025 onwards.

Date	June 2022
Supplier	ICS

Key messages – what matters most

What we did

- Qualitative research was carried out via focus groups with South West Water customers to test:
 - Customer opinion and acceptance of the six commitments set out in the environment plan
 - Level of ambition
 - Overall views on the plan.

What matters most

- All customers considered WaterFit to be acceptable, with two thirds finding it very acceptable
- Customer support was strongest for the commitments on coastal bathing water and reducing spills from storm overflows
- Customers considered WaterFit to be comprehensive – and whilst customers were particularly interested and focused on the coastal water improvements that would be delivered, they welcomed the focus on rivers and lakes
- Most customer recognised the wide benefits that will be delivered from the plan, including the impact on the economy and jobs, and the impact on health and wellbeing
- Customers supported a focus on involving local communities within the WaterFit plan
- Customers want to see WaterFit communicated widely across customers and communities.

Are there differing views?

No differences noted.

Next steps

The research fed in to the development of the draft DWMP plans.